



# City of Farmers Branch

City Hall  
13000 Wm. Dodson Pkwy  
Farmers Branch, TX 75234

## Meeting Minutes

### Planning and Zoning Commission

---

Monday, January 9, 2017

7:00 PM

City Hall

---

#### **Study Session Meeting to be held at 6:00 PM in the Planning Department's conference room.**

Hard copies of the full Planning and Zoning Commission agenda packet are accessible the Friday prior to every regularly scheduled meeting at the following locations:

- 1) Manske Library
- 2) City Hall

Additionally, the agenda packet is available for download from the City's web site at [www.farmersbranchtx.gov](http://www.farmersbranchtx.gov). This download may be accessed from any computer with Internet access, including computers at the Manske Library and in the lobby of City Hall.

Any individual who wishes to speak on an agenda item should fill out a Registration Form for Appearance before the Planning and Zoning Commission (white card located in the back of the Council Chambers) and submit the completed card to City Administration member prior to the start of the meeting.

#### **A. STUDY SESSION**

**Present** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Nancy Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos, and Commissioner Michael Driskill

**Staff** 3 - Andy Gillies Director of Community Services, Alexis Jackson Planning Manager, and Sara Egan Planning Technician

##### **A.1 TMP- 2038**

**Discuss regular agenda items.**

##### **A.2 TMP-2039**

**Review and complete the requirements established by the Open Meetings Act.**

##### **A.3 TMP-2049**

**Discuss P&Z 2016 accomplishments for upcoming Boards and Commissions Annual Banquet on February 3, 2017.**

#### **B. REGULAR AGENDA ITEMS**

##### **B.1 17-334**

**Consider approval of the Attendance Matrix for the Planning and**

**Zoning Commission as presented and take appropriate action.**

A motion was made by Vice Chair O'Quinn, seconded by Commissioner Moore, that the Attendance Matrix be recommended for approval. The motion carried by the following vote:

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

**B.2 [17-335](#)****Consider approval of the December 12, 2016, Planning and Zoning Commission minutes and take appropriate action.**

A motion was made by Commissioner Yarbrough, seconded by Commissioner Driskill, that the December 12, 2016 Minutes be approved. The motion carried by the following vote:

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

**B.3 [16-SP-18](#)****Consider a request from Hoebeke Builders for approval of a site plan for a 1.86-acre tract located at 2525 Danny Lane and 2525 Leta Mae Lane and take appropriate action.**

Andy Gillies, Community Services Director, approached the podium and gave a brief presentation of the detailed site plan. The applicant, Bob Hoebeke, is requesting permission to subdivide an undeveloped tract of land consisting of approximately 1.86 acres into 5 residential lots. It is located within the center of Planned Development No. 36 (PD-36), between Leta Mae and Danny Lanes. Mr. Hoebeke plans to build his new homestead on the central lot facing future Leta Mae Lane. He intends to sell the remaining lots to prospective residential homeowners. Hoebeke Builders Company will be the exclusive builder for these remaining lots. To the north of the new street is a narrow parcel of land extending to Rawhide Creek. Mr. Hoebeke is proposing to sell this parcel to the City for the extension of the existing park surrounding the creek. City Council will consider this land sale proposal in executive session on January 10, 2017. Regardless of this land sale outcome, the completion of the missing street section of Leta Mae must be done before this tract can be subdivided into 5 lots. Mr. Hoebeke is proposing to build homes containing at least 2,500 square feet of living space on each lot. These proposed homes may be 2 story in height. The estimated cost of these homes will range from \$500,000 to \$800,000.

Bob Hoebeke, 6700 Bermuda Dunes Plano, TX, approached the podium and provided an overview of the Hoebeke Builders and the proposed project. Hoebeke Builders Company has primarily done contract work for high-net worth individuals all over Dallas and in the Cayman Islands. He admitted to seeking this location with professional and personal objectives as his business is in the process of downsizing or right-sizing. He also intends to have the larger lot as his homestead. The vision and inspiration for the



houses stem from the Greek Revival Farmhouse style complying with City requirements. Mr. Hoebeke believes Farmers Branch is an opportunity for additional development.

Commissioner Yarbrough inquired about the specifics of Mr. Hoebeke's opportunity statement.

Mr. Hoebeke described the demolishing and rebuilding of residential housing in the area and within the City as well as commercial opportunities.

Vice Chair O'Quinn inquired if the four other lots are projected to be spec homes or custom home opportunities.

Mr. Hoebeke has begun the interview process to select an architect and predicts that the west lot will be a spec home. However, he is waiting on the City's decision over the proposed project before moving forward. He anticipates the homes to begin as spec homes and will be completed with an appealing product depending on the market.

Mr. Gillies commented the case would be presented City Council January 24th.

**A motion was made by Commissioner Blackson, seconded by Vice Chair O'Quinn, that this Site Plan be recommended for approval. The motion carried by the following vote:**

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

## **C. PUBLIC HEARING**

### **C.1 16 SU-018**

**Continue a Public Hearing and consider a request from Z. Makahni to amend an existing Specific Use Permit (SUP), Ordinance 3326 to allow an extended stay hotel located at 12101 Luna and take appropriate action.**

Mr. Gillies approached the podium and presented an overview of the previously approved Specific Use Permit and the proposed changes to the project. The original proposal included a five-story "full service" Best Western Elite with 100 rooms and a restaurant. The changes include a four-story "limited service" Marriott TownePlace Suites with 120 rooms. The amenities in the rooms are limited and basic in nature with small counter space, electric cook top, microwave and small refrigerator. After additional research, the proposed language for the SUP is to be labeled as a limited service hotel requiring specific elements about parking, meeting space, lobby area, lounge and bar area, onsite food service, and indoor amenities.

Tailim Song, 13140 Coit Rd Suite 350 Dallas TX, representing the applicant approached the podium. Mr. Song shared with the commissioners photos of

a TownePlace Suites location near Dallas City Hall with a mix of uses. Mr. Song made the point that a sister city considered and approved a TownePlace Suites at an existing building that is being renovated. Mr. Song stated TownePlace Suites is a product that Farmers Branch can be proud of. Originally, a restaurant was proposed but, with this change, limited food service will be provided along with daily breakfast for the guests. Also, a lounge and bar area will be dedicated similar to the hotel location in Grapevine. It is intended to be a quality and sophisticated product. On average it is expected that guests will remain for 3.4 days which is necessary for visiting executives, IT professionals, lawyers. This is meant to be a miniature home away from home. Mr. Song stressed they would not encourage or promote any stays 30-days of length. If there were a case, a guest would have to pay approximately \$4,000.00 which is unlikely. Also, there will not be any two-bedroom units at this location. Mr. Song emphasized the Grapevine location as a model for this specific project and the goal to meet or exceed the 4.5 star rating.

Ron Stewart and Joe Rearden approached the podium on behalf of the applicant. Ron Stewart, 3309 Oak Hollow Dr. Plano TX, works for Marriott International based in Maryland. Joe Rearden, Senior Vice President of Hotel Equities located in Atlanta, GA, is closely working with Marriott on a number of property portfolios similar to the case being presented. Mr. Stewart and Mr. Rearden are in support of the TownePlace Suites product. The brand is an innovative idea capitalizing on space that works in the market.

Joe Rearden commented that the Marriott brand flag is the strongest franchise that can be purchased today. It is very corporate driven, meaning the type of customers that are going to be coming in will stay for a couple of days. These corporate customers are looking for that "suite feel" and space. The additional details for parking and lounge space on this project are not seen in other TownePlace Suites. The investment on this brand holds a number of opportunities for the community.

Commissioner Moore inquired about the hierarchy of the products Marriott provides.

Mr. Stewart explained that the price point determines the hierarchy. At the top of the list would be Residence Inn followed by Courtyard and Springhill Suites. Then, TownePlace and FairField Inn Suites. The difference between the TownePlace and the FairField is that the FairField is more traditional in its services with smaller size rooms unlike the TownePlace.

Vice Chair O'Quinn expressed concern to Mr. Stewart of another case where the hotel was turned into apartments and declined the value of its surrounding area. He inquired about what could be expected once the 20 year franchise agreement ends.

Mr. Stewart provided a scenario where the current owner decides to sell the



hotel prior to ending the agreement. He explained that the next owner would obtain new or extended agreement with Marriott. He also pointed out another example where the Marriott brand did not remain but, another hotel brand took over the location.

Mr. Song also shared briefly that the hotel in Dallas is under construction and interior access was not possible at the moment. He also mentioned that the developer's intent is to spend 11 million dollars on the hotel and 15 million dollars on the multi-family. As for the restaurant, two restaurants are being considered as part of the overall development to complete the desired amenities for the area.

Chairperson Hardie stated this was a public hearing and if anyone would like to make a comment. There being none, a motion was requested.

**A motion was made by Commissioner Yarbrough, seconded by Commissioner Blackson, that this Specific Use Permit be recommended for approval. The motion carried by the following vote:**

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

## C.2 [16 ZA-010](#)

### **Conduct a Public Hearing and consider a request from the City of Farmers Branch to approve the East Side Comprehensive Plan and appropriate action.**

Alexis Jackson, Planning Manager, approached the podium and presented an overview of the developed East Side Plan with the Central Area and the West Side in mind. The overall goal of the proposed East Side Plan is to utilize the existing assets to create a recognizable District which will encourage more interaction between businesses and residents of the District, enable visitors to navigate within the District, and facilitate the brand identity of the District as a positive contributor to the City as a whole. The stated Vision of the Plan is that the "East Side will be a District with a unique identity, based on a diverse mixture of uses that creates opportunities to live, work, do business, and participate in leisure activities for people already connected to the District and those who have yet to discover it."

Stakeholder interviews were conducted which produced a wealth of knowledge and opinions regarding the area. The feedback from the stakeholders was essential in forming the Vision for the area and garnering support for the eventual Plan document. The Plan covers Character & Identity, Economic Vitality, Form & Land Use, Shared Spaces & Aesthetics, and Mobility & Connectivity. A number of actions include identifying a Branding Strategy which includes a new name for the District, logos, theming, colors, and iconic images that represent the East Side. Upon completion of the Branding Strategy, installing City-led improvements in Gateways and Branding Stations to spur character creation and brand recognition is necessary. In addition, establishing and promoting a series of District-oriented events to attract movement, improving City parks and

City-owned spaces for active use, developing key corridors and trails, and providing incremental enhancements within roadways for better utilization of pavement and to accommodate all modes of travel in the most efficient manner.

The implementation strategy is divided into short term, medium term, and long term, each with proposed projects. The Plan includes three suggested catalyst opportunity scenarios for redevelopment in specific areas for visual arts, market potential and other comparable attributes. One potential redevelopment is the Midway Gateway, located at the northeast corner of LBJ Freeway and Midway Road, the extension and enhancement of Galleria Drive, west of the Dallas North Tollway, and Winn Park improvements.

A public notice was published in the Dallas Morning News on December 22, 2016 regarding the proposed East Side Plan. In addition, City Staff provided notices of the Plan on the City website. No responses for support or opposition have been received.

Commissioner O'Quinn commented East Side should be a place you "get to" instead of "get thru". This area is potential to a branding identity and reflect the demographic change. He complimented the overall effort and The Plan presented.

Commissioner Yarbrough inquired about the biggest challenges to implement this plan.

Mrs. Jackson explained the area is a currently a viable tax base. A conservative mindset may come into plan as the plan unfolds. This is a flexible future road map to keep what is working and intermingle the new and unique aspects to position the City within the Metroplex. The expansion of the overlay and follow up is important in reaching the desired comfort level.

Commissioner Plunk inquired of the possible division and market value to surrounding cities instead of Farmers Branch. Also, the expectation for this area in 10-15 years down the line.

Mrs. Jackson explained the creation of this area is to appeal to the young professional with the work-live environment. It is a unique area with an industrial loft feel but, it shouldn't compete with the rest of Farmers Branch. The focus is to capitalize on the existing uses of the area. As for the expectation of this area in 10-15 years is more of the restaurant, retail, and entertainment component to a 25% and residential 30-40% to create the live-work-play environment.

Commissioner De Los Santos commented he can visualize the potential of this area similar to the Design District in Dallas.

Mrs. Jackson added the nature of the single story box architecture is a model for implementing more color and glass elements.  
Commissioner Driskill inquired about potential investors for the area.



Mrs. Jackson explained there are small scale and large scale investment interests such as the Midway Village, the Tollway and Inwood area, and entertainment uses north of Spring Valley. Once the plan and the CZO is adopted it is expected to attract more interest from investors.

Commissioner Moore inquired about the prioritization of the branding stations.

Commissioner Brewer inquired of the general status of the branding stations presented.

Mr. Gillies explained dialogue would be necessary between city administration, commissioners, and council members.

Mrs. Jackson clarified that the branding stations are currently ideas and possibilities. The first step is to establish a committee with feedback on what best to establish before moving forward.

Commissioner Bronson clarified that the map illustrates currently City-owned spaces in green.

Mr. Gillies commented that is area lends to linear parks and trails to develop the mobility and connectivity aspect of becoming more pedestrian friendly.

Chairperson Hardie complimented the effort and presentation. Among, the items presented public art is essential in capturing individual's attention to the area. The identity for the area is very important as well as, establishing events to invite people and introduce them to the area. The Plan is well composed and covers the nuts and bolts of what needs to be done.

**A motion was made by Commissioner Blackson, seconded by Commissioner Brewer, that this Zoning Amendment be recommended for approval. The motion carried by the following vote:**

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

#### **D. ADJOURNMENT**

**A motion was made by Commissioner Yarbrough, seconded by Commissioner Driskill, that this meeting was adjourned. The motion carried by the following vote:**

**Aye:** 9 - Commissioner Cory Plunk, Commissioner Bronson Blackson, Vice Chair Jason O'Quinn, Chair Hardie, Commissioner Tim Yarbrough, Commissioner David Moore, Commissioner Chris Brewer, Commissioner Sergio De Los Santos and Commissioner Michael Driskill

Farmers Branch City Hall is wheelchair accessible. Access to the building and special parking are available at the main entrance facing William Dodson Parkway. Persons with disabilities planing to attend this meeting who are deaf, hearing impaired or who may need auxiliary aids such as sign interpreters or large print, are requested to contact the City Secretary at (972) 919-2503 at least 72 hours prior to the meeting.

### Certification

I certify that the above notice of this meeting was posted at least 72 hours prior to the scheduled meeting time, in accordance with the Open Meetings Act, on the bulletin board at City Hall.

Approved to Post: \_\_\_\_\_  
City Administration

  
Chairperson

Stamp:

Posted By:

Date Posted: \_\_\_\_\_